

## CLAIMS

What is claimed is:

1. Use of gelatinized starch for the purpose of increasing the lasting time of an animal chew wherein  
the level of starch gelatinization is greater than 90% and  
the starch is present in the animal chew at a level of at least 35%.
2. Use according to claim 1 in which the level of gelatinization is greater than 95%.
3. Use according to claim 1 or claim 2 in which the chew further comprises fiber.
4. Use according to claim 3 in which the fiber is insoluble fiber.
5. Use according to claim 4 in which the fiber is cellulose.
6. Use according to any of claims 3 to 5 in which the proportion of fiber is in the range 2 to 15%.
7. Use according to any of the preceding claims in which the animal chew does not contain any plasticizer.
8. An animal chew comprising gelatinized starch having a gelatinization level of greater than 90% and in which the proportion of starch is greater than or equal to 35%.
9. A chew according to claim 8 further comprising fiber.
10. A chew according to claim 9 in which the proportion of fiber is in the range of 2 to 15%.
11. A chew according to claim 9 or 10 wherein said fiber is insoluble.

12. A chew according to any of claims 8 to 11 which contains no plasticizer.